

REAL-TIME AUDIENCE MONITORING, CONTENT RATING,  
AND CONTENT ENHANCING

ABSTRACT OF THE DISCLOSURE

[0071] A method, system, and computer-readable medium for collecting usage information in real-time for a computing device receiving digital content for presentation, such as to enable various types of real-time content modifications or content-related service enhancements, is described. In some situations, real-time information is collected about Set-Top Boxes that allow viewers to receive various types of content (e.g., video broadcasts such as single-channel or multi-channel television programming, audio broadcasts, media-on-demand, etc.) and to interact with the content and with related services in various ways, such as information about content viewing and types of viewer interactions. Having access to information related to content viewing and to various types of user interactions provides a variety of benefits, with real-time or near real-time collection of such information enabling dynamic modifications to provided content, functionality, and services.